

# Join Together wants to SHARE ideas on how your community can benefit from the SHARE music CD.

Featuring the Prism Award nominated single  
"When Love Rules the World"  
as highlighted at the Governor's Roundtable for Families and Children.



Nashville music industry executives and drug and alcohol treatment professionals joined hands to plan and produce this album of Nashville music as way of bringing attention to the problems of alcohol and drug abuse and to benefit prevention and treatment programs.

*Songs of Hope, Awareness and Recovery for Everyone* (SHARE), a non-profit 501(c)3 organization, has received funding for the project from Join Together, a project of the Boston University School of Public Health that serves as a national resource for communities taking action against substance abuse and gun violence.

The 17-song SHARE collection has been developed almost entirely through gifts and volunteer labor including the music, production, mastering, marketing, design and packaging, and publicity. All proceeds are earmarked for alcohol and drug prevention programs. The creators and producers of SHARE offer this musical art as a tool for change, for letting the afflicted and their loved ones know that there is hope and that help is accessible, and to encourage and support individual steps to recovery.

A distribution agreement has been made with Hazelden publishing. Special discounts are available to interested groups. Call 1-800-328-9000 for more information.

1. **When Love Rules the World**  
– Various Artists
2. **Unforgiven** -Hal Ketchum
3. **Cheap Whiskey** - Martina McBride
4. **Booze in Your Blood**  
– Marshall Chapman
5. **When the Bartender Cries**  
– Michael Peterson
6. **Needle and the Damage Done**  
– Ashley Cleveland
7. **I'm Gonna Hire a Wino To Decorate Our Home** - David Frizzell
8. **There Stands the Glass** -BR549
9. **Things Will Be Different** -Russ Taff
10. **Time Machine** - Gary Burr
11. **Sam Stone** - John Prine
12. **Choices** - George Jones
13. **I'm Trying**  
– Diamond Rio duet with Chely Wright
14. **Wine Into Water** -T. Graham Brown
15. **She Can't Save Him** - Lisa Brokop
16. **It's A Great Day To Be Alive**  
– Darrell Scott
17. **No More Looking Over My Shoulder**  
– Travis Tritt

**See reverse side for ideas on how you can make a difference with the CD.**



These ideas are great ways to bring attention to your work and develop resources for your organization.

## **Raise Awareness**

- \* **Encourage local radio stations to play the hit single** *When Love Rules the World*.

Radio stations create their play lists from the feedback that they get from their broadcast community. The more requests they get, the more they play the song.

- \* **Enhance your local events by playing the song and video.**

Numerous organizations played the music and video at their events. The music video of *When Love Rules the World* is available by contacting Join Together, 617.437.1500.

- \* **Use it as your organization's hold music** (as Join Together does).

- \* **Promote the CD on your website.**

Provide information to your users by linking to Hazelden for purchasing ([www.Hazelden.org/Bookstore](http://www.Hazelden.org/Bookstore)), and SHARE for more information on the project ([www.ShareSongs.org](http://www.ShareSongs.org)).

- \* **Have the video news release played on your local cable channel.**

As pre-packaged footage including artist interviews, it can be used by local news programs as a resource for creating a story. To get a copy of the video news release, contact Join Together at 617.437.1500.

- \* **Organize a live concert featuring SHARE artists in your community.**

For more information, contact Amy Kurland at 615-383-1461.

## **Raise Funds...Reward Contributors**

- \* Use it as a complimentary gift at fundraising events.

CADCA provided it as a gift to all attendees of their annual Drug-Free Kids Campaign awards dinner.

- \* Sell it in your gift shop.

- \* Tennessee's Rutherford County drug court bought a large order of CDs and has used them to fulfill three goals:

- raise money for the program,
- educate the community on addiction,
- give the drug court program some public attention.

- \* Would also be a great drug court graduation gift!

- \* San Diego's *A New Path* program used it as a door prize during their annual fundraising gala event.

A special agreement has been made with Hazelden publishing to offer reduced pricing options for organizations interested in buying bulk quantities. For more information, contact Hazelden at 1-800-328-9000.